Lorillard

ARTHUR J. STEVENS
GENERAL COUNSEL
212—983-3863

May 6, 1971

MESSRS. AHRENSFELD
AUSTERN
BRYANT
CLEMENTS
GEORGE

MESSRS. GREER
HARDY
KORNEGAY
KRASH
ROEMER

Gentlemen:

Attached are copies of a draft of a Memorandum of Counsel which has been prepared for consideration as possible guidelines in connection with the depiction of the health warning in all newspaper, magazine and billboard advertising.

The principles underlying these materials were discussed on May 4, 1971, among Messrs. Bryant and McCarty of Brown & Williamson; Roemer and Stewart of Reynolds; Kilian, Gastman and Stevens of Lorillard, and Dave Hardy. Unfortunately, time limitations prevented that group from cooperative drafting of the actual language or structure of the attachments -- and for that I assume complete responsibility. I hope that I have faithfully articulated the conclusions of the committee.

It is my understanding that these materials will be discussed at the meeting of counsel and marketing personnel at the Tobacco Institute on May 10th.

Very truly yours,

Arthur J. Stevens

AJS:RC
Attachments

A DIVISION OF LOEW'S THEATRES, INC.
200 East 42nd Street, New York, New York 10017

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